FROM: Matt Winokur JAN 23 1990 MWINOKUR DSVPMUSA cc J. Gilbert
TO: Nelson, Jack JNELSON DSVPMUSA J. Charles (R&D)
SUBJECT: Ingredients status report JAN 18 1990

As of yesterday, I have met with and received extensive briefings from Stan Tempco at C&B, Jim Charles with R&D and John Scanlon with the Edelman PR agency which has been designated to handle the PR elements of the ingredients issue. I now have the benefit of their combined perspectives on the issue and have also explained my views to them. The latter were set out in the Ingredients Plan prepared in early December. We are all agreed that the current plan, drafted April 12, 1989, must be redone both on technical grounds and in order to take into consideration the kind of publicity a disclosure of the ingredients list or report may receive in 1990.

Let me review each of the major streams of activities which are now underway.

1. R&D is now reviewing the Question and Answer section of the April plan to ensure technical accuracy. Jackie Gilbert and I will be in Richmond to meet with R&D on Friday, January 17 to complete the review of the amendments to the Q&A's. Where appropriate I will propose my own suggested changes. Once the PM amendments are completed, the suggested changes will be forwarded to Tempco who will arrange to get a consensus among the other companies to endorse the technical changes. Tempco would do this either by working with the standing committee of industry scientists who are involved with the issue and/or company legal representatives who are expert on ingredients. ✓

2. The technical group of industry scientists, in conjunction with C&B, is also trying to identify outside consultants and experts in the ingredients field. Their role could be threefold. First, we hope to be able to offer the HHS panel which will be writing the ingredients report the views of outside experts. (These will be in addition to having industry people also meet with the panel.) Second, we will need an expert(s) to testify at a Congressional hearing. And, third, we may need experts outside the industry to be available for media work if circumstances require a public response to the issue. Currently four outside experts have been identified, but they are not all equal to all three tasks. ✓

3. With Tempco's endorsement I have reviewed with Scanlon those parts of the current plan which need to be improved and expanded. By the first week of February (delay due to his prior commitments) he will present a revised public relations plan. As I explained to you, since all the companies have agreed to use Edelman on this project, it seemed most straightforward for me to brief Scanlon directly. (This instead of having us get Burson to make revisions which I'd then have to send to Tempco/Scanlon anyway.) The changes to the plan would include the following: redrafting the Q&As in light of technical and clarity requirements; sketching out more detailed scenarios and a press plan should an ingredients disclosure receives an enormous and/or an extended amount of publicity; and media and witness training for spokespersons (a refresher for Tempco and training for outside or company experts). good idea

4. Finally, I proposed to Tempco, who agreed, and noted to Scanlon that we should create a Public Affairs group under Tempco's aegis to manage this issue given both its public policy and public relations implications. The group would be comprised of PA or PR staff from member companies. It might also be prudent to have legal representation. The purpose of the group would be to review and approve the long term plan which Scanlon will prepare and to be available to manage any fast breaking events which could come about if the list or report is released and if hearings are held.

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Let me know if you've got other ideas and/or want me to continue along these lines. yes!

1/20 MW - this is great! Be ready to brief EH at our meeting w. him. JRN OT planning file

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